What is claimed is:

1. A method for dynamically reconfiguring a proxy server network to deliver content by dynamically selling extra capacity, comprising the steps of:

determining the unused capacity on a proxy server network for a period of time;

selling the said unused capacity for a specified period of time to web sites or other service providers which need the additional capacity;

using said unused capacity to serve requests to the said purchaser purchasing the extra capacity for said period of time.

2. The method of claim 1, wherein the selling method of the unused capacity can be through market-based mechanisms.

3. The method of claim 1, comprising the additional step of providing a controller to monitor and control the traffic from the purchaser to be within the limit of the capacity purchased.

4. The method of claim 3, wherein said controller uses a domain name server based approach wherein a domain name server performs the name to address mapping for assigning the request to the proxy servers.

5. The method of claim 4, wherein the said domain name server based approach makes the domain name server of the proxy network the primary domain name server, which is the only domain name server that can assign names to the proxy servers.

6. The method of claim 5, wherein said domain name server based approach further comprises the steps of:

the domain name server of the purchaser World Wide Web site routing the name to address map of said purchaser World Wide Web site to said domain name server of the proxy network; and

said primary domain name server mapping a fraction of the received mapping requests to servers in the proxy network based on the amount of unused capacity purchased.

7. The method of claim 6, wherein the remaining mapping requests which were not mapped to servers in the proxy network are returned by said primary domain name server to said domain name server of the purchaser World Wide Web site to be mapped to one of the servers of the purchaser's World Wide Web site.

8. The method of claim 6, wherein the remaining mapping requests which were not mapped to servers in the proxy network are assigned by said primary domain name server to servers in the purchaser World Wide Web site using an assignment algorithm provided by said domain name server of the purchaser World Wide Web site.

9. The method of claim 1, wherein said unused capacity can be based on an estimate of the usage of the proxy server network over time and said unused capacity can be provided based on the best efforts of the proxy server network.

10. The method of claim 9, comprising the additional step of providing a controller to monitor and control the traffic from the purchaser to the proxy server network.

11. The method of claim 10, wherein said controller uses a domain name server based approach wherein a domain name server performs the name to address mapping for assigning the request to the proxy servers.

12. The method of claim 11, wherein the said domain name server based approach makes the domain name server of the proxy network the primary domain name server, which is the only domain name server that can assign names to the proxy servers.

13. The method of claim 12, wherein said domain name server based approach comprises the steps of:

the domain name server of the purchaser World Wide Web site routing the name to address map of said purchaser World Wide Web site to said domain name server of the proxy network; and

said domain name server of the proxy network mapping a fraction of the received mapping requests to servers in the proxy network based on the amount of unused capacity on the proxy server available.

14. The method of claim 13, wherein said domain server of the proxy network monitors the load level on the proxy servers to adjust said fraction based on said unused capacity on the proxy server at any given time.

15. The method of claim 14, wherein the remaining mapping requests which were not mapped to servers in the proxy network are returned to said domain name server of the purchaser World Wide Web site to be mapped to one of the servers of the purchaser's World Wide Web site.

16. The method of claim 14, wherein the remaining mapping requests which were not mapped to servers in the proxy network are assigned to servers in the purchaser World Wide Web site using an assignment algorithm provided by said domain name server of the purchaser World Wide Web site.

17. The method of claim 9, wherein said financial charge will be based on the purchaser World Wide Web site's actual usage of the unused proxy capacity.

18. The method of claim 2, wherein said selling method consists of selling the unused proxy capacity through an auction.

19. The method of claim 2, wherein the selling method consists of selling the unused proxy capacity through a real-time continuous market.

20. The method of claim 5, wherein said controller sets the fraction of requests to be served by the proxy network, comprising the steps of:

setting an initial value based on a number provided by the purchaser World Wide Web site on the fraction of total requests needed to be routed to the proxy servers;

monitoring the actual number of World Wide Web object requests served by the proxy servers;

adjusting the fraction of World Wide Web object requests served so that the actual number of World Wide Web

object requests served does not use more proxy server capacity than was purchased.

21. The method of claim 20, wherein the remaining object requests which were not served by the proxy server are returned to said domain name server of the purchaser World Wide Web site to be served by one of the servers of the purchaser's World Wide Web site.

22. The method of claim 20, wherein the remaining object requests which were not served by the proxy server are assigned to servers in the purchaser World Wide Web site using an assignment algorithm provided by said domain name server of the purchaser World Wide Web site.

23. The method of claim 5, wherein said controller sets the fraction of requests to be served by the proxy network, comprising the steps of:

setting an initial value based on an estimate from the purchaser World Wide Web site on the fraction of total requests needed to be routed to the proxy servers;

monitoring the actual number of World Wide Web object requests served by the proxy servers;

adjusting the fraction of World Wide Web object requests served so that the actual number of World Wide Web object requests served does not use more proxy server capacity than was purchased.

24. The method of claim 23, wherein the remaining object requests which were not served by the proxy server are returned to said domain name server of the purchaser World Wide Web site to be served by one of the servers of the purchaser's World Wide Web site.

25. The method of claim 23, wherein the remaining object requests which were not served by the proxy server are assigned to servers in the purchaser World Wide Web site using an assignment algorithm provided by said domain name server of the purchaser World Wide Web site.

26. Computer executable software code stored on a computer readable medium, the code for dynamically reconfiguring a

proxy server network to deliver content by dynamically selling extra capacity, comprising:

code to determine the unused capacity on a proxy server network for a period of time;

code to sell the said unused capacity for a specified period of time to web sites or other service providers which need the additional capacity;

code to use said unused capacity to serve requests to the said purchaser purchasing the extra capacity for said period of time.

27. The computer executable code of claim 26 further comprising code to sell the unused capacity through market-based mechanisms.

28. The computer executable code of claim 27 further comprising code to monitor and control the traffic from the purchaser to be within the limit of the capacity purchased.

29. The computer executable code of claim 28 further comprising code to use a domain name server based approach

wherein a domain name server performs the name to address mapping for assigning the request to the proxy servers.

30. The computer executable code of claim 29 further comprising code to make the domain name server of the proxy network the primary domain name server, which is the only domain name server that can assign names to the proxy servers.

31. The computer executable code of claim 30 further comprising:

code to make the domain name server of the purchaser World Wide Web site route the name to address map of said purchaser World Wide Web site to said domain name server of the proxy network; and

code to make the primary domain name server map a fraction of the received mapping requests to servers in the proxy network based on the amount of unused capacity purchased.

32. A computer system for dynamically reconfiguring a proxy server network to deliver content by dynamically selling extra capacity, comprising:

a memory having at least one region for storing computer executable program code; and

a processor for executing the program code stored in memory, wherein the program code includes:

code to determine the unused capacity on a proxy server network for a period of time;

code to sell the said unused capacity for a specified period of time to web sites or other service providers which need the additional capacity;

code to use said unused capacity to serve requests to the said purchaser purchasing the extra capacity for said period of time.

33. The computer system of claim 32 further comprising code stored in memory to sell the unused capacity through market-based mechanisms.

34. The computer system of claim 33 further comprising code stored in memory to monitor and control the traffic

from the purchaser to be within the limit of the capacity purchased.

35. The computer system of claim 34 further comprising code stored in memory to use a domain name server based approach wherein a domain name server performs the name to address mapping for assigning the request to the proxy servers.

36. The computer system of claim 35 further comprising code stored in memory to make the domain name server of the proxy network the primary domain name server, which is the only domain name server that can assign names to the proxy servers.

37. The computer system of claim 36 further comprising:

code stored in memory to make the domain name server of the purchaser World Wide Web site route the name to address map of said purchaser World Wide Web site to said domain name server of the proxy network; and

code stored in memory to make the primary domain name server map a fraction of the received mapping requests to

servers in the proxy network based on the amount of unused capacity purchased.